

**CITY OF MESA
MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE
MEETING**

DATE: August 21, 2008 **TIME:** 7:30 a.m.

MEMBERS PRESENT

Jeff Jarvis, Chair
Adam Decker, Vice Chair
Steve Chucri
Kari Cluff
Linda Flick
Gregory Holtz

STAFF PRESENT

Shelly Allen
Sue Cason
Jeff McVay
Patrick Murphy
Gordon Sheffield

OTHERS PRESENT

Jim Shuman
Tom Verploegen

MEMBERS ABSENT

Gary Gallagher
Vern Mathern
Dean Taylor

1. Call to Order

The August 21, 2008 meeting of the Downtown Development Committee was called to order at 7:30 a.m. at the City Council Chambers, Upper Level 57 E. First Street by Chair Jeff Jarvis.

2. Approval of Minutes of the June 5, 2008 Special Meeting.

It was moved by Adam Decker and seconded by Linda Flick to approve the minutes of June 5, 2008.

**Vote: 6 in favor
 0 opposed**

3. Consider and Take Action on Design Review Case No. DR08-01TC for a Public Art Bus Rapid Transit (BRT) Shelter located at 1 East Main, and three standard BRT Shelters located at 433 West Main, 20 East Main, and 310 East Main Street.

Mr. Patrick Murphy stated that a design review application has been submitted for a Public Art Bus Rapid Transit (BRT) Shelter located at 1 East Main Street, and three standard BRT shelters located at 433 West Main, 20 East Main, and 310 East Main Street. The BRT will begin at the end of the Light Rail Transit (LRT) line located at

Sycamore and Main Streets and run to the Superstition Springs Mall. The BRT is scheduled to begin in December 2008 with the opening of the LRT. The route of the BRT will be on Main Street from Sycamore to Power Road then south to the mall.

The Public Art Shelter will be located in front of the Mesa Arts Center, and will serve the eastbound patrons. The Mesa Arts Center was involved with the design of this shelter. The design of the shelter evokes many of the forms and materials of the Mesa Arts Center. New landscaping will be added around the bus shelter, as well as a message sign stating the next bus arrival. Also a ticket vending machine will be located alongside the shelter.

The three standard BRT Shelter's seating will be located as to maximize comfort in all seasons, and will include amenities such as bike racks, message sign and route signage. Bus Shelter #1 located at 433 West Main Street will have a ticket vending machine located alongside the shelter.

Mr. Jim Shuman, TranSystems Project Engineer, stated that the materials and the description of the locations and features for the shelters are very extensive. Mr. Shuman said the colors are similar in each shelter in order to maintain the branding, however, there are several differences in the Public Art Shelter.

Vice Chair Adams asked where the Public Art Shelter will be located relative to the new Mesa Arts Center sign and if the height of the shelter would impede the view of the sign.

Mr. Shuman replied that the Public Art Shelter will be approximately 30' to 50' east of the new sign. The Mesa Arts Center considered and reviewed both the location of the shelter and the new sign. They were satisfied with the location of the shelter.

Staff recommends approval of the Design Review Application DR08-01TC with the stated stipulations. Chair Jarvis stated a conflict of interest, therefore abstained from the vote.

It was moved by Linda Flick and seconded by Steve Chucuri to recommend approval of Case No. DR08-01TC for a Public Art Bus Rapid Transit (BRT) Shelter located at 1 East Main, and three standard BRT Shelters located at 433 West Main, 20 E. Main, and 310 East Main Street subject to the following stipulations:

- 1. Full compliance with approved plans and all current Code requirements, unless modified through the appropriate review and stipulations outlined below.**
- 2. Compliance with the basic development as shown on the elevations dated June 3, 2008.**
- 3. Obtain necessary permits from the Development Services Department prior to performing any work located within the Right-of-Way.**

**Vote: 5 in favor, 1 abstain
0 opposed**

4. **Consider and make a Recommendation on modifications and revisions to Title 11, Chapter 17 of the Mesa Zoning Ordinance regarding the placement of manufactured homes in recreational vehicle parks, and in recreational vehicle subdivisions.**

Mr. Jeffrey McVay, Senior Planner stated that the current Chapter 17 Zoning Ordinance prohibits the placement of manufactured homes (MHs) in Recreational Vehicle (RV) parks or subdivisions. The industry of RV parks/subdivisions is changing from what had been seasonal occupancy to now include many residents wanting to stay year round. There are RV park/subdivision owners and operators interested in providing manufactured homes as substitutes for the present combination of park model trailers with room and storage additions.

The proposed amendment would permit the placement of MHs on designated RV lots and spaces, subject to the review and processing of a Special Use Permit (SUP) through the Zoning Administrator Hearing Officer/Board of Adjustment. Through the SUP process, applicants must show the proposed conversion is consistent with the requirements of the Zoning Ordinance. A summary of the requirements are:

- 1) The minimum size of the RV park/subdivision would be 10 (ten) acres to assure that minimum standards of parking, open space and recreational amenities can be provided to the residents.
- 2) Minimum area and width of lots/spaces are consistent with present requirements for RV parks/subdivisions. The minimum recreational vehicle lot is 1,750 square feet, and the minimum for a recreational space is 1,200 square feet. The minimum width for park model spaces (parks) is 34' and 35' for lots (subdivisions).
- 3) Minimum setbacks and parking requirements are consistent with present standards for RV parks/subdivisions. Minimum setbacks for a recreational vehicle lot are: Front – 7', Sides – 5' minimum/10' total, Rear – 5'. Minimum setbacks for a recreational vehicle space are: Front – 5', Sides – 3' minimum/6' total, Rear – 3'. The minimum parking requirement for both lots and spaces is one space per unit and one space per ten units for visitor parking.
- 4) Minimum 100 Square feet of open space or recreational area for each lot or space.
- 5) Improvements to perimeter landscaping and screen walls consistent with current development standards.

Staff is recommending approval of the amendments as written.

Mr. Decker asked what the proposed setbacks are.

Mr. McVay replied that an additional condition written into the amendment is that there has to be a minimum separation of six (6') feet between buildings.

Ms. Linda Flick asked if some parks will have a variety of RVs, park models, and MHs.

Mr. McVay stated that it will be a transition over a period of time and that a certain amount of parks will allow people with RVs to continue to stay. The park owners do not want to lose that specific market share, so it will create a mixture for some time until it eventually transitions to one or the other.

Mr. Jeff Jarvis asked about the landscape requirements. Will a palm tree count as a tree and is there any code stating that the direction the homes will be oriented as to a compass.

Mr. McVay replied that on exterior streets there will be one tree and four shrubs every 20' to 25' on center. On the interior street there will be one tree and four shrubs every 20'. Palms trees can be substituted for up to 25% of the standard tree count. There is no code for the orientation of the homes.

Mr. Gordon Sheffield answered Mr. Jarvis' question if the code could be changed to orientate the homes in the direction of the compass by stating it could be possible, but not probable. The subdivision standards would have to be adjusted which are in Title 9. However, it could be put in the design guidelines to make it a preference as opposed to mandatory. Most parks already have a majority of east/west street orientations.

Mr. Jeff Jarvis asked if the open and community space is a required ratio between number of lots and amount of space.

Mr. McVay stated it is a required ratio of 100 square feet of open space or recreation amenity for every lot or space within the park.

Mr. Jarvis asked if the street widths were standard city street widths.

Mr. McVay replied that the street widths are 28' with allowing one side parking and 20' clear for the fire lane.

Mr. Decker asked if new sites are being developed or are the code change mostly for existing sites.

Mr. McVay stated that the code change is wholly intended for the existing sites as the City has not had a new RV park/subdivision in at least ten years.

Ms. Linda Flick asked if the intent of the code change to enhance and upgrade the housing stock as it exists today.

Mr. McVay said the intent is to improve and upgrade the housing stock that already exists. It will be an improvement to the construction quality, living conditions and an improvement to life and safety.

It was moved by Adam Decker and seconded by Linda Flick to recommend approval on modifications and revisions to Title 11, Chapter 17 of the Mesa Zoning Ordinance regarding the placement of manufactured homes in recreational vehicle parks, and in recreational vehicle subdivisions as proposed amendments are written.

**Vote: 6 in favor
0 opposed**

5. Review of Form-based Zoning Code

Mr. Gordon Sheffield, Zoning Administrator gave a powerpoint presentation to explain a new code that the City would like to implement into the Zoning Ordinance Project Update called form-based codes. The DMB/GM Proving Grounds Project is proposing a form-based method of regulation. A form-based code is considerably different than the normal Euclidian zoning method.

The form-based code could possibility be used for the Town Center Redevelopment Area, Infill Districts and the West Main Street Area, especially along the Bus Rapid Transit (BRT) and the Light Rail Transit (LRT) corridors to create a more urban type setting. The transit improvements are to help encourage reinvestments into those portions of the city. The types of reinvestment to help support these transit activities would be higher density residential and commercial development. There is the possibility of using form-based ordinances in a manner which allows the owner of the property to opt into the higher density activities on a voluntary basis.

A form-based code offers a streamlined development review process, because it provides clear parameters based on the master plan. The form-based code is a land development regulatory tool used to emphasize the physical form of the built environment with the end result producing a specific type of "place" instead of "use". The key components of the form-based code are a regulating plan, building envelope standards, street sections, architectural standards, and definitions. The regulating plan provides specific information on the permitted development for each lot, especially as how the lots relate to public spaces and surrounding properties. The building envelope standards determine building height, where the building will sit on the lot, and defines the uses. Illustrated configurations for typical street types within the area are in the street sections. Architectural standards regulate the important public elements of the façade. The definitions clarify terms not readily understood by the public or terms that are meant to be used in a specific way. The idea is to do away with public hearings since all the work was done ahead of time.

The primary consideration is to build the building first, then within that building type establish the permitted uses. This promotes mixed activities by looking at the uses

allowed in the building over the life of the building. An example is an older industrial building built to stand over time being converted into multiple types of activities, such as residential lofts and retail. The secondary consideration is the building design, specific style, context, and the adjacent places including the streets and neighboring properties.

There is a concern for the public involvement aspect with the use of form-based codes. These codes tend to be staff driven, and since all the planning work has been done ahead of time, the thought is that the public had their chance during the early public review processes to make comments. Once the rules are in place the staff makes sure the rules are being adhered to. From a building permit standpoint, form-based codes tend to be very quick.

Standard elements to a form-based code include extensive use of graphics and tables. There also is a regulating plan which tends to drive the form selected based on the type of street immediately adjacent to the development, as well as some building form standards so certain building types lend themselves best to certain types of land uses. Public space is very important in a form-based code. A matrix takes care of land uses and a pattern book gives specific styles for a certain area.

Mr. Decker asked if any of the surrounding communities in the Phoenix Metropolitan Area incorporating a form-based code.

Mr. Sheffield stated that Phoenix is transitioning to a form-based code for the downtown area as well as it being used within several planned communities through the use of planned area development zoning districts, or "planned community" districts.

Mr. Decker asked if Mesa is learning from Phoenix's successes or mistakes.

Mr. Sheffield replied that Phoenix is in the process of adopting the form-based code, so at this time we have no information other than other communities outside of Arizona that have utilized form-based codes for significant periods of time. Wisconsin has passed legislation to require all communities over a certain size to have a form-based option within their zoning districts. California passed legislation that requires the majority of their communities to have form-based options particularly in the downtown areas.

Mr. Jarvis asked if there are any down-sides to the form-based codes.

Mr. Sheffield stated that the down-side is the expectation of use. That is, the public expectation of zoning regulations revolves around authorizing specific land uses in specific districts. Because of the emphasis on "form" first, land use segregation is not the first priority, and the mixing of some uses is a higher priority. This typically results in the fact that it takes some people some time to completely understand the differences in the regulation.

Mr. Jarvis asked if the form-based codes have been arranged around climate.

Mr. Sheffield answered that designing “forms” for a form-based code around the idea of a specific climate-based design would probably be something unique. However, the form-based types of activities that Phoenix is using with the downtown area are very climate driven in trying to create additional shade, and maximize natural breezes to achieve a more cooling effect in the summer time.

6. Progress Report on Zoning Ordinance Project Update

Mr. Sheffield gave a brief report on the progress of the Zoning Ordinance Project Update. The Tech Committee has had some quorum issues over the last remaining topic concerning Town Center Districts and the Transit Oriented Development, due to vacations and such. Also, Mr. Sheffield stated that he has been called away to spent a significant amount of time on the DMB/GM Proving Grounds project. Hopefully, the Tech Committee can meet in mid-September to complete the last items and send the comments to the consultant to complete the work on Module II.

The work has been completed on Manufacturing, Commercial and Office, Multifamily and Single Residential Districts. There are significant changes being proposed for each of the categories.

The consultant has delivered a draft version of Module III to staff and are currently red-lining it and will try to return them to the consultant in mid-September so a draft document can be sent out to the public for comment.

The staff is anticipating all four Modules to be completed by the end of the year, so by the beginning of next year it will be ready for public comment about the entirety of the document and about possible adoption and implementation of the document.

7. Director’s Report, Shelly Allen, Assistant Economic Development Department Director

1. Mr. Johann Zietsman, Mesa Arts Center Director, created a new venue called MACfest. Every Saturday starting in October and continuing until May there will be an art festival on Main Street. Spaces will be designated for local artists to sell their wares. Only items that the artists have made will be for sale. This festival will create a wonderful spirit of community and allow the businesses and cafes along Main Street to join in. The booths will begin on Center and Main Street going west.
2. A Section 108 Loan Fund is being brought before City Council for approval. This is part of the CDBG program and HUD process. It is a loan fund and the proceeds generated from the program will help pay back the loan. At the next DDC meeting a presentation of the program can be presented to give all the details. William Jabjinaik, Office of Economic Development Department

Director, used the program in Manchester, NH and Richmond, VA successfully, and has introduced Mesa to the program. Tempe Marketplace used the same program to fund a portion of that development. Mesa's intent is not to have any project loans less than \$500 thousand dollars. The program will help with some of the development in the downtown area and the Fiesta District.

3. Mesa General Hospital will be reopening in October. About 350 jobs were lost in the downtown area due to the closing of the hospital earlier in the year, so the reopening is a positive with the reinstatement of those jobs.

8. Items from Citizens Present (No discussion or action can be taken)

Mr. Tom Verploegen gave a few brief comments.

1. A Downtown Bus Tour is scheduled for August 27 for anyone wanting to participate starting at 7:30 and 9:30 a.m.
2. Mr. Verploegen is spending a great deal of time in business recruitment activities as there are additional vacancies downtown. Downtown Mesa Association is working on a more comprehensive marketing program.

Mr. Decker asked about two new restaurants coming to downtown; The Human Bean and a new one taking over the former Posh Nosh.

Mr. Murphy stated that The Human Bean is replacing the former Venchel Donut Shop. Ms. Allen stated that de la Cruz Bistro is replacing the former Posh Nosh Café. The owner of Mango's is also the owner of the new Bistro. The Bistro will offer more upscale cuisine and will also be serving beer and wine.

9. Adjournment

With there being no further business, this meeting of the Downtown Development Committee adjourned at 8:41 a.m.

Respectfully Submitted,

Shelly Allen, Assistant Economic Development Department Director
Minutes prepared by Sue Cason